

Patent
245/247 (prev. 6046-101D7)

134. (New) A process according to claim 127 wherein said buyer identification data comprises a buyer electronic mail address.

135. (New) A process according to claim 127 including a further step of storing said buyer identification data for billing purposes related to a transaction.

136. (New) A process according to claim 127 wherein said video data comprise dynamic video representations.

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w/added.
137. (New) A process according to claim 127 further including a step of enabling control of said video data at said buyer terminals.

138. (New) A process according to claim 127 wherein said buyer data further includes the maximum amount that buyer is willing to pay in a transaction.

139. (New) A process according to claim 127 wherein said step of selectively providing includes communication through an on line computer service.

140. (New) A process according to claim 127 further including a step of coupling a buyer terminal to a live operator terminal.

141. (New) A process according to claim 127 further including a step of printing data relating to an accomplished transaction.

REMARKS

By this Amendment, Applicant is amending claims 16, 45, 77, and 109 as indicated above. Also, Applicant is introducing new claims 112-141 directed to more specific combinations for the Examiner's consideration. Reconsideration of this application is respectfully requested.

The Examiner variously rejects the claims based on references such as Shavit , Smith, or

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Donald, either alone, or in combination. Again, Applicant respectfully submits that, in Shavit, it is one party that selects another party. A transaction between the two parties may be facilitated via Shavit's IMM system, but that system does not select the parties involved nor does it select video data relating to one party for the other.. Although the Examiner relies on Smith for a teaching of video, Applicant respectfully submits that the claimed invention is quite different from Smith. Smith does not teach the claimed combinations including video communications between potential buyers and vendors.

Favorable consideration and allowance of the claims here is respectfully requested.

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VERSION MARKED TO SHOW CHANGES

16. (Twice Amended) A commercial transaction communication control system for selectively enabling communications between members of plural groups, including at least one potential buyer and at least one vendor, at remote locations, the system being adapted for use with an on-line computer service, for accomplishing electronic communication between said groups, comprising:

an interface for accessing said system, at least one buyer having an interface adapted for use with said on-line computer service as at least a portion of said interface,
a dynamic video system for receiving video from a vendor and providing video [at least from said vendor] to said buyer,

an audio system for receiving audio from a vendor and providing audio communication [at least from said vendor] to said buyer,

a text system for providing text between said vendor and said buyer,

a storage memory for storing data associated with [said] an active buyer,
including buyer identification data and commercial transaction data, and

a control system utilized in said commercial transaction communication control system for control of said interface and storage memory for storing of data, from said active buyer including buyer identification data and commercial transaction data, said control system further selectively providing audio, dynamic video and text from at least said vendor to said active buyer responsive to said commercial transaction data.

45. (Amended) A commercial transaction communication system for selectively enabling communications between members of plural groups, including at least one active buyer and at least one vendor, at remote locations for accomplishing electronic communication, comprising:

video terminals for providing video display for each of said members of said plural groups, said terminals being connected to effect video communication,

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a dynamic motion video system for providing video between said members of said plural groups, including at least the transmission of video from at least one vendor to at least one said active buyer,

a text system for providing text from at least said vendor to said active buyer, said text including commercial transaction data,

a storage memory for storing data on said members of said plural groups, including identification data and commercial transaction data including electronic data interchange (EDI) data relating to at least certain members, and

a control system to selectively interchange commercial transaction data including electronic data interchange (EDI) data between said members of said plural groups in accordance with said identification data and said commercial transaction data, including at least said active buyer and a vendor, and to access said storage memory at least with respect to said electronic data interchange (EDI) data.

77. (Amended) A commercial transaction communication system for selectively enabling communications between members of plural groups, including at least one buyer and at least one vendor, at remote locations, the system being adapted for use with an on-line computer service, for accomplishing electronic communication, comprising:

display terminals for each of said members of said plural groups, said terminals being connected to effect communication,

an interface for accessing said system, at least one buyer having an interface adapted for use with said on-line computer service as at least a portion of said interface,

a text system for providing text [from] relating to at least said vendor to said buyer, said text including commercial transaction data,

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a storage memory for storing data on said members of said plural groups,
including identification data and commercial transaction data including electronic data
interchange (EDI) data relating to at least certain members, and

a control system to selectively interchange commercial transaction data including
electronic data interchange (EDI) data between said members of said plural groups,
including at least said buyer and a vendor, and to access said storage memory at least
with respect to said electronic data interchange (EDI) data.

109. (Amended) A commercial transaction communication control system for
selectively enabling electronic communications between members of plural groups, including at
least one buyer and at least one vendor, at remote locations for accomplishing electronic
communication, the system being adapted for use with an on-line computer service, comprising:

an interface system for actuation by said buyer for interaction with said system, at
least one buyer adapted for utilizing a public on-line computer service as a portion of said
interface system,

a storage memory for storing data on said members of said plural groups,
including identification data and commercial transaction data including video data
relating to at least certain members, and

an independent commercial transaction control system, physically distinct and
remote from said buyer system and said vendor system, to selectively facilitate the transmission
of commercial transaction data, as electronic interchange data (EDI) data, between said members
of said plural groups, including at least said buyer and said vendor.